DATE: 5/3/54

TIME: 7:59

SPONSOR: MRS. WIGGIN'S CANDY STORE

SOLICITOR: SS

SUNDAY IS MOTHER'S DAY AND THAT BRINGS UP THE PROBLEM OF GIETS. MRS. WIGGINS' CANDY STORE HAS A VARIED SELECTION OF THE BEST OF MOTHER'S DAY GIFTS. IF CANDY IS RIGHT FOR YOUR MOTHER, THEN THE MOTHER'S DAY SPECIAL, BON-BONS AND WHITE CHOCOLATES, PRICED AT ONLY $1.50 AND$2.50,MAY BE YOUR ANSWER. IS YOUR MOTHER TEMPTED BY MARASCINO CHERRIES, CORDIAL SAUCE, AND DARK CHOCOLATES? THEN MRS. WIGGINS' CHERRY CORDIALS, AT $1.65 A POUND, ARE THE PERFECT GIFT.

1 gift

MOTHER IS A DIETER? THEN MRS. WIGGINS' SOLVES THE PROBLEM IN HER KNICK-KNACK DEPARTMENT. SUCH GOOD LOOKING AND USE-FUL ITEMS AS INDIVIDUAL SALAD BOWLS, AT ONLY $1.55 EACH, OR EARTHEN-WARE SPICE DISHES, FOR SETTING A SUMMER DINNER TABLE, AT ONLY $.75 EACH, MAKE THE GIFT PROBLEM DISAPPEAR.

REMEMBER, WHEN YOU HAVE CHOSEN YOUR GIFT, MRS. WIGGINS WILL BE GLAD TO HELP YOU MAIL IT. SO ORDER EARLY, AND MAKE SURE YOUR GIFT ARRIVES ON TIME.

You are tuned to WCSR the Voice of Smith College Northampton the correct time is now 10:59

ANNOUNCER'S SIGNATURE

5/3/54

M. Jablonka